

Building A Next Generation Bar

Wednesday, April 26, 2017

4:00-6:00 p.m., MSBA Offices Or Call-In

**To access teleconference:**

Dial 877-226-9607

Conference ID: 512 366 7533#

**AGENDA: FROM GOOD TO GREAT**

Our goal in having these bi-weekly meetings is to identify why the MSBA exists and should exist. This will give us a polestar to guide and focus what we do and how we do it. I want to see us move the MSBA from good to great. In achieving excellence, we will have the power and influence to better serve our members, the profession, and the community. Thank you so much for participating in this important work!

1. During our last two meetings, we discussed the question of what job you hire the MSBA to do for you. Our discussion at the last meeting focused specifically about what the MSBA uniquely does that no other district bar or affinity bar association can do. Here is what we identified at our last meeting:
   1. Serving as the voice of the profession
      1. Identifying the special role of lawyers and the nature and scope of the practice of law; serving as the voice for the integrity and independence of the judiciary
      2. Speaking for the profession at the legislature, the courts, the lawyers board, and other public arenas;
      3. Ambassadors for the profession
      4. Being the hub of a statewide district bar association network, connecting the profession across the state and across practice areas
      5. Elevating the practice of law, the profession, and the justice system through education, information, and connection with other lawyers and key institutions like the legislature and courts
   2. Access to power within the profession for all members, including women and diverse lawyers, greater MN lawyers, and new lawyers
   3. Providing cutting edge business tools and services for practitioners at an affordable cost

At our meeting on April 26, we will focus on identifying our core purpose or purposes. Are there any other core purposes that are not on this list? Is it possible to narrow this down to identify the fundamental reason or reasons why we exist and should exist?

1. During our last meetings, our discussions have identified some of the things we do and should do. They are:
   1. CLEs and other training opportunities and remote access
   2. Information
   3. Calendar of events
   4. Networking opportunities and socializing
   5. Business management tools and services at an affordable cost
   6. Help district bars serve their members and connect district bars to the MSBA so that we are better statewide organization
   7. Opportunities for engagement
   8. Welcome new lawyers into the profession and help them succeed through mentoring and apprenticeships, student loan information
   9. More opportunities to bring MSBA outstate

On April 26, we will continue this discussion to determine if there are any additional products and services you want the MSBA to provide for you, and whether there are things the MSBA is doing that it should stop doing.

1. During our last meeting, we discussed whether MSBA is doing a good job and how to improve performance. Our discussion identified the following opportunities for improvement:
   1. Selling and marketing the MSBA and what we are doing—demonstrate value and help our members make the business case for paying dues; work to obtain large firm buy-in for MSBA dues
   2. Accessibility of the MSBA and its products and services for new lawyers, greater MN lawyers, diverse lawyers
   3. Defining MSBA’s work in terms of values that inspire us to join and engage
   4. Accessible information through the website
   5. Enhance use of technology to make MSBA more accessible and useful for our members and build a better sense of community throughout the state
   6. Responsiveness of the MSBA, the bureaucratic and cumbersome nature of the MSBA
   7. The continued relevance of some existing products and services, or the focus of some existing products and services; some members fulfill their needs for some products and services elsewhere; the information we provide to our members is not always relevant or there are better sources for certain kinds of information
   8. Communication to members about what the MSBA is doing and opportunities to engage
   9. Barriers to engagement for new lawyers, greater MN lawyers, and diverse lawyers
   10. Need for bar leaders to travel to greater MN and engage with the district bars

On April 26, we will continue to evaluate how MSBA can improve what it does and the focus of what it does.

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